

Short Term Vacation Rentals

What's the Deal?

Typically, the term “Short-Term Rental” is the practice of renting out a furnished room, suite, home, apartment, cabin or condominium for a short-term stay, usually periods less than 28-days at a time.

Short-Term Rentals in 2017

Short-term vacation rentals and online booking platforms (Airbnb, HomeAway, VRBO, etc.) are getting a lot of attention these days in the news and on social media. Hosting short-term visitors in a room or home however is not a new activity and was not invented by these online platforms. Before these popular platforms were available, travellers who wanted a different experience or price than a hotel often opted for a more personal rental in a room or a home. Popular tourist destinations have always been a magnet for these types of short-term rentals.

What is new is the rise in the number of short-term vacation rental properties in both tourism regions and popular cities. Short-term rentals are the poster child of the growing ‘sharing economy’, and part of a broader trend of property owners trying to leverage underutilized assets (homes, cars, tools, etc.) for income or something else of value. Online platforms have played a critical role in this growth.



Accommodation Provisions in Pemberton

The Village land use and zoning policy has typically promoted and permitted a variety of ‘tourist’ accommodation options. Current land use and zoning policy aims to accommodate tourist accommodation in the following zones: **RC-1** Residential Country Inn; **C-1** Town Centre Commercial (Hotel/Country Inn); **C-2** Tourist Commercial (Hotel/Motel); **C-3** Portage Road Commercial (Hotel/Country Inn); and **C-5** Neighbourhood Pub Commercial (Hotel/Motel)/Country Inn).

Bed and Breakfasts are permitted in the **RS-1**, **RSA-1** and **RSA-2** Zones. In these zones, bed and breakfast operations must comply with a number of provisions. These provisions include principle use remains a family residence; a family member is engaged in operating the bed and breakfast; not more than two bedrooms (since 2001) are used for accommodation; additional parking for each bedroom; and one meal served daily. Bed and Breakfasts are not permitted in the **RT** (Townhome) or **CD** (Comprehensive Development) zones.

Other Regulations

Zoning and land use provisions are also supported by a host of other relevant regulations for accommodation properties including parking regulations; business licensing regulations; health and safety regulations; noise bylaw; the BC Building Code, etc. Currently there is no reference to short-term rentals in Pemberton’s Zoning Bylaw No. 466, 2001.

Short-Term Rentals: Friend or Foe?

Whether short-term rentals are perceived as a friend or foe, depends on your perspective. The practice has proven contentious due to the presence of both benefits and challenges.

Commonly Identified Benefits Include:

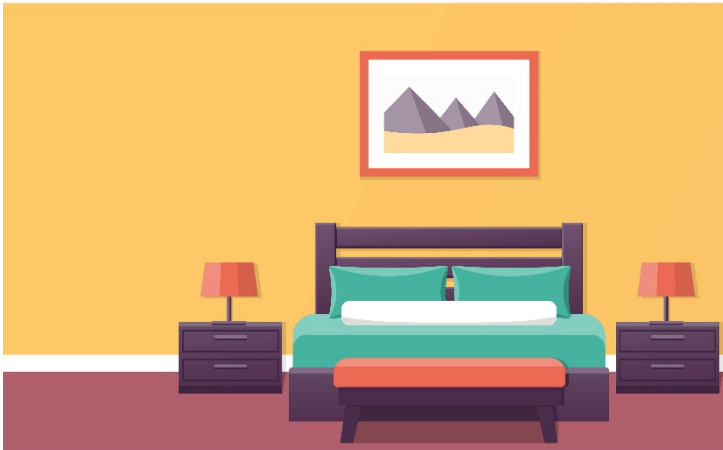
- More accommodation options for visitors – improving their experience
- Additional disposable income for property owners - renting out rooms or homes
- Efficient use of space - requiring less development
- Hardship prevention for some residents who use the income to make ends meet
- Cultural exchange for both visitors and residents

Commonly Identified Challenges Include:

- Noise and security concerns from rotating neighbours and commercial type uses
- Increased cost and decreased availability of housing from inflated real estate and lack of long term rentals
- Loss of community feel due to empty neighbourhood properties and transient visitors
- Unfair tax/fee advantage to residential owners over legitimate commercial accommodation properties
- Reduced “hotel tax” revenues to the community, if these are collected
- Safety and fire hazards due to overcrowding
- Parking issues, traffic and snow clearing challenges

Pemberton Accommodation Today

Recognizing the importance of regional tourism to the community economy and the amazing outdoor and cultural experiences in Pemberton, local tourism operators actively promote the area to visitors. With the growing demand for overnight accommodation, Pemberton and area now hosts a broad supply of fixed roof accommodation options.



Pemberton Hotels/Motels: Pemberton Valley Lodge; Pemberton Hotel; and the Pemberton Gateway Village Suites.

Pemberton Country Inns & Bed and Breakfasts: Greenwood Country Inn, Log House B&B Inn.

Other Area Accommodation Options: Lillooet River Lodge, Ivy Lake Lodge, Drumkeeran House, Farmscapes B&B, Hitching Post Motel.

Residential Short-term Vacation Rentals: As of July 2017, there are 79 Pemberton & area properties listed on Airbnb.com alone. While the number of properties on booking websites does include legitimate, licenced accommodators within the Village boundaries, the majority are short-term vacation rentals that are may not meet zoning regulations or hold a business licence.

The addition of these short-term residential units to the accommodation marketplace in Pemberton has led to a number of local challenges.

Village Steps to Date

Due to challenges posed by short-term vacation rentals, the Village of Pemberton Council resolved in 2015 to manage short-term issues by educating owners that have advertised their properties on Airbnb on their non-compliance with the Village Zoning Bylaws regulations. In addition to education, the Village requested that those identified cease these forms of nightly rental unless they are legitimized as a Bed and Breakfast (as defined by the Zoning Bylaw) in order to be in compliance. To date, only three property owners have applied to become legitimate operations.

Other Stakeholder Perspectives

There are a number of other stakeholders with a bearing on rules and regulations for short-term residential accommodation operators.

Province: The incoming NDP Provincial government and provincial tourism associations such as Tourism Industry Association of BC (TIABC) and the BC Hotel Association all express a desire to tax all short-term accommodation equally in order to contribute to tourism marketing programs (Municipal Regional District Tax). The three organizations also have a strong focus on affordable housing for BC residents and/or tourism employees.

Canada Revenue Agency: Rental revenue whether from short-term or long-term renters is typically considered income and should be included in income report on annual tax reporting.

Local Strata's: Strata Corporations in BC have the power to remove the ability of strata members to rent their properties on a short-term or long-term basis.

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What's the Deal?

Have Your Say | Consultation Process

In understanding how to address short-term rentals, there are four fundamental questions to consider:

- 1) How might short-term nightly rentals support or impact community goals/aspirations?
- 2) How much is appropriate?
- 3) Where is it best located?
- 4) How do we manage and enforce?



Get Involved!

In order to address these questions, we want you to join the Village at upcoming community engagement sessions and we want you to take part in an online community survey. There is also the opportunity to host a session in your home if you can gather 10 or more interested friends or neighbours.

July 14th	Pemberton Farmers Market 3pm-6:30pm
July 18th	Pemberton Community Centre, 6pm-8pm
July 19th – Aug 4th	Online Survey & Home-based Sessions
July 25th	Committee of the Whole Meeting, 2pm-3pm
Fall 2017	Zoning Bylaw Open House, TBD



Questions? Contact Us!

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